

CONTRACT



WREG-TV
803 Channel 3 Drive
Memphis, TN 38103
(901)543-2333

www.wreg.com

And:

Innovative Advertising LLC
Attention: Heidi Guerra
4250 Hwy 22
Suite 7
Mandeville, LA 70471

Product	Contract / Revision	Alt Order #
Political	588032 /	
Contract Dates		
11/04/12 - 11/04/12		
Advertiser		Original Date / Revision
MS Supreme Court Dst 3		11/02/12 / 11/02/12
Billing Cycle		
EOM/EOC	Broadcast	Cash/Trade
Station	Account Executive	Sales Office
WREG	Local WREG House	Memphis
Special Handling		
Demographic		
Adults 25-34		
IDB#	Advertiser Code	Product Code
8258		
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals		
										Type	Spots	Amount
N 1	METRC	11/04/12	11/04/12	Sunday Prime	6-7pm		:30			NM	1	\$4,000.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week: 10/29/12		11/04/12		-----S				1	\$4,000.00			
N 2	METRC	11/04/12	11/04/12	Sunday Prime	8-9pm		:30			NM	1	\$3,000.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week: 10/29/12		11/04/12		-----S				1	\$3,000.00			
N 3	METRC	11/04/12	11/04/12	Sunday Prime	9-10pm		:30			NM	1	\$3,000.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week: 10/29/12		11/04/12		-----S				1	\$3,000.00			
										Totals		
										3	\$10,000.00	

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/04/12	3	\$10,000.00	\$8,500.00
Totals	3	\$10,000.00	\$8,500.00

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.